

NEW!

6th
sense™
technology



DOUBLE OVEN FREESTANDING RANGES
SALES RESOURCE GUIDE





Cover models: GGG390LXS & GGE390LXS
Model on this page: GGE390LXS



Designed, engineered and
assembled in the U.S.A.

DOUBLE THE INNOVATIONS

ULTIMATE EFFICIENCY IN AN EASY-TO-CLEAN PACKAGE

Built with large families in mind, Whirlpool brand's new double oven freestanding ranges **use less energy** to help **save money on utility bills** and offer features that **make cleanup a breeze**. Not only that, as the leader in home appliances, we also deliver the **advanced performance** and **space** that your customers crave.



SAVE SOME GREEN

The upper oven on electric models **uses up to 39% less energy** than a full-size 5.3 cu. ft. oven. Our Resource Saver™ model is the **most energy-efficient freestanding range ever**.* (Learn more on page 5.)



OUR EASIEST-TO-CLEAN RANGE**

The SteamClean option, self-cleaning system, hidden bake element and Schott Ceran® cooktop provide **easy cleaning**. (Learn more on page 6.)



INTUITIVE TECHNOLOGY

AccuBake® temperature management system delivers **uniform cooking** and Precise Clean™ self-cleaning system **simplifies cleaning**. (Learn more on page 2.)

FEATURE FINDER

- 2** Winning innovations and 6th Sense™ technology
- 4** Efficiency features and the Resource Saver™ range
- 6** Cleaning innovations
- 8** Capacity
- 10** Oven performance
- 12** Cooktop flexibility
- 13** Complete the purchase
- 14** How to sell this lineup
- 16** Sales materials and knowledge check

NOTE: Not all features are available on all models.

*Among leading brands, based on energy savings available with use of Energy Save mode and SteamClean cycle on both ovens.

**Based on the combination of Schott Ceran® cooktop and availability of hidden bake element, SteamClean and self-clean in both ovens.



Whirlpool brand's exclusive 6th Sense™ technology delivers a unique combination of features that **manage what was once beyond your customers' control** to deliver **uniform cooking** and **simplified cleaning**.

EXCELLENT EFFICIENCY, EASY CLEANING & EVEN COOKING



RESOURCE EFFICIENCY

- The upper oven in all models **uses less energy** than a full-size 5.3 cu. ft. oven
- The Resource Saver™ model is the **most energy-efficient freestanding range** ever*
- **Energy-efficient** SteamClean removes spills **without harsh chemicals** and the Schott Ceran® cooktop is **manufactured without toxic heavy metals**
- Energy Save mode **uses 62% less energy** over a 24-hour period when activated**



CLEANING INNOVATIONS

- **Spot clean with steam in just 20 minutes** or **deep clean the whole oven** with the Precise Clean™ self-cleaning system
- Hidden bake element creates a **smooth surface that's simple to wipe clean**
- Schott Ceran® ceramic glass electric cooktop makes **wiping away spills easy**, while cast-iron gas grates are **dishwasher-safe**



ADVANCED PERFORMANCE

- Get **uniform baking every time** with the AccuBake® temperature management system and **seal in flavor and juices** with TimeSavor™ convection cooking
- Dual radiant elements **accommodate various size pans** and AccuSimmer® burners and elements **perfectly melt and simmer**
- Whirlpool brand offers the **most oven space available on any freestanding range!**†

NOTE: Not all features are available on all models.

*Among leading brands, based on energy savings available with use of Energy Save mode and SteamClean cycle on both ovens.

**Compared to not being activated. †Among leading brands, based on a combined capacity of both ovens.



**LARGEST
UPPER OVEN
CAPACITY
AVAILABLE^{††}**

 **Resource Saver™**
double oven range

Model shown: GGE390LXS

^{††}Among leading brand double oven freestanding ranges.

EFFICIENCY IN THE OVEN? NOW WE'RE COOKIN'

Today, ovens **do more than cook meals**, they **save money** while doing it. The upper oven in all models **uses less energy** than a full-size 5.3 cu. ft. oven and this lineup provides a host of other eco-friendly features.



THE UPPER OVEN THAT SAVES

1. The upper oven in all models **uses less energy** than a full-size 5.3 cu. ft. oven.
2. Since it's the industry's largest upper oven capacity available,* customers can cook full-size dishes **without using excess energy** to heat the larger, lower oven.
3. Double oven owners **use the upper oven 80-90% of the time.**** Since the upper oven is used more frequently, even more energy is saved.



STEAMCLEAN FEATURE

Save money on utility bills and time! This energy-efficient steam cleaning process **uses 96% less energy** in either oven.[†] Also, SteamClean cleans up to **9X faster** than a traditional self-clean cycle.^{**} Now you can clean the oven in the time it takes to watch a sitcom instead of a 3-hour epic adventure.



SCHOTT CERAN® COOKTOP

The eco-friendly Schott Ceran® ceramic glass cooktop is **made without toxic heavy metals** and it's easy to clean. Plus, this cooktop withstands intense heat without cracking or chipping making it **truly sustainable**.



ENERGY SAVE MODE

Similar to the 'sleep' mode on a computer, press 'Energy Save' to activate this mode and **use 62% less energy** over a 24-hour period.[‡] It turns off the display and oven lights after 5 minutes of range inactivity. Press any button to reactivate the display.

NOTE: Not all features are available on all models.

*Among leading brand double oven freestanding ranges. **Whirlpool proprietary research. †Versus a full-size 5.3 cu. ft. single cavity range.

‡Based on cycle time comparison of moderately soiled ovens. ‡Compared to not being activated.

RACK UP THE SAVINGS WITH A RESOURCE SAVER™ RANGE

Give customers the savings they crave with Whirlpool brand's **Resource Saver™** model. It's the **most energy-efficient freestanding range ever.**^{††}

CHECK OUT OUR
EFFICIENCY!

THE UPPER OVEN USES
39% LESS ENERGY
THAN A FULL-SIZE 5.3 CU. FT. OVEN

62% LESS ENERGY
OVER A 24-HOUR PERIOD WITH ENERGY SAVE MODE[‡]

96% LESS ENERGY
IN EITHER OVEN WITH STEAM CLEANING[‡]

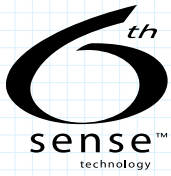
HOW THE RESOURCE SAVER™ RANGE SAVES

1. Because the upper oven has a smaller cavity to heat, it **uses 39% less energy** than a full-size 5.3 cu. ft. oven. There's no need to heat an entire oven for one dish!
2. Energy Save mode **uses 62% less energy** over a 24-hour period by shutting off the display when not in use.[‡]
3. Use less energy while cleaning! Steam cleaning **uses 96% less energy** in either oven.[‡] It uses such little energy that you could run **25 SteamClean cycles versus a single self-cleaning cycle.**

DID YOU KNOW?

Energy efficiency in the oven is the #1 unmet consumer need![¥] Now, Whirlpool brand is bringing efficiency to the oven with our Resource Saver™ model— the most energy-efficient freestanding range ever.^{††}





Spills are inevitable, especially in the kitchen. That's why Whirlpool brand delivers the **easy cleaning features** that more customers want. Now fighting baked on food is a thing of the past.

SUPPERTIME, AND THE CLEANING IS EASY

SAVE TIME WITH OUR EASIEST TO CLEAN RANGE EVER*

STEAMCLEAN FEATURE



Clean the oven up to **9X faster**

than a traditional self-clean cycle.** Spot clean the floor of either oven with just 1¼ cups of water—**no harsh chemicals or cleansers are needed.**

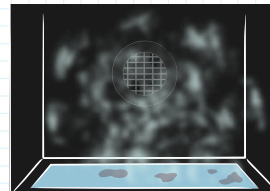
Plus, it helps **reduce the need for frequent self-cleaning cycles** that use more energy and heat up the house!

HOW IT WORKS

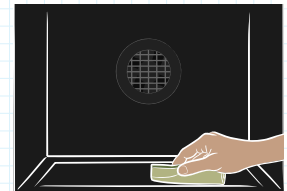
1. Just add water! Spot clean the oven floor in just 20 minutes with only 1¼ cups of water.



2. Activate SteamClean option to initiate steam vapor action.



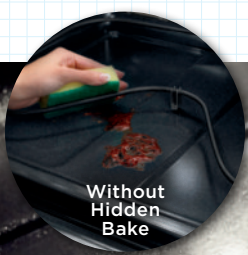
3. Wipe away spills with ease! Glide sponge or towel across oven floor to remove messes.



NO ELBOW GREASE NEEDED

PRECISE CLEAN™ SELF-CLEANING SYSTEM

Enabled by 6th Sense™ technology, this system tracks how often your oven has been used and **assigns just the right cycle time** for **excellent cleaning**. Remind customers that they can only run this cycle in one oven at a time and not while one oven is cooking.



Without Hidden Bake

With Hidden Bake

HIDDEN BAKE

No matter what cycle is used, hidden bake makes cleanup easier! The bake element is hidden beneath the oven floor creating a **smooth, uninterrupted surface** that's **simple to wipe clean.**

CLEANABILITY ON THE COOKTOP, TOO!

Whirlpool brand freestanding ranges are **designed with cleanability in mind**, offering advanced spill control and dishwasher-safe grates.



SCHOTT CERAN® CERAMIC GLASS COOKTOP

The SpillGuard™ cooktop design's **raised edges help contain spills** for easy cleaning. Plus, the Schott Ceran® ceramic glass cooktop withstands intense heat and resists cracking or chipping.

CAST-IRON, FULL-WIDTH, SATIN-FINISH GRATES

Cast-iron grates cover the whole cooking surface, giving the flexibility to place pots and pans anywhere on the cooktop. The grates are **dishwasher safe**, and their satin finish **resists wear and tear**.

Our cast-iron grates are dishwasher-safe! All customers need to do is load them in and hit start. The dishwasher does the dirty work.

RECESSED COOKTOP

Offers a sleeker look, **helping contain spills** and lowering the profile of the grates so it's easier to slide pots and pans across the cooktop. Easy sliding also means **less unwanted spills!**

ASK

- How often do you clean your oven? Is it easy to clean?
- How difficult is it to clean the cooktop on your current gas range?

TELL

With dishwasher-safe grates, the days of scrubbing cooked on messes are over! Plus, the recessed cooktop prevents spills from going over the edge, so spills are contained for easier cleaning.

SELL

Available on models:
GGG390LX
GGG388LX

NOTE: Not all features are available on all models.

*Based on the combination of Schott Ceran® cooktop and availability of hidden bake element, SteamClean and self-clean in both ovens.

**Based on cycle time comparison of moderately soiled ovens.

ENOUGH SPACE TO ENTERTAIN A CROWD

From everyday family meals to special occasions, freestanding double ovens accommodate all of your customers' needs. With **faster preheating**, the flexibility of **cooking at two different temperatures** and the **ultimate oven capacity**, dinner has never been so streamlined.



PREHEAT FASTER

With its smaller size, the upper oven in electric models **preheats in just 4½ minutes**—faster than a full-size oven. It's great for quick snacks or cooking a smaller dish.

APPETIZERS THAT DON'T HOLD UP DINNER

Customers that entertain will love a double oven because they can **cook appetizers on top without delaying dinner**.

THE PERFECT MEAL FOR ANY PALATE

The lower oven is big enough to **cook two large dishes at the same time**. Fit both a vegetable lasagna and a baked penne pasta with sausage in the lower oven to please both the vegetarians and meat-eaters in the family.

CAPACITY TO COOK IT ALL

MOST OVEN
SPACE
AVAILABLE*

ELECTRIC RANGE CAPACITY

Electric models provide a 2.5 cu. ft. upper oven that's 25% larger than our previous model. It's the industry's **largest upper oven capacity available!****

GAS RANGE CAPACITY

With a 6.0 cu. ft. total capacity our gas models are **Whirlpool brand's largest capacity freestanding gas ranges!**

RACK FLEXIBILITY

Now customers can **cook even more in the same space!** All 3 racks can move between the lower and upper ovens thanks to the increased capacity in the upper oven.



With two ovens, there's space to cook large family meals, and multiple dishes come out at the same time.

ASK

- What items does your current oven accommodate?
- How often do you waste time waiting on the oven to preheat?

TELL

Get the space to cook two dishes at two different temperatures with a double oven freestanding range. Plus, the upper oven preheats faster to cook snacks or small dishes faster.

SELL

Available on models:
GGE390LX
GGE388LX
GGG390LX
GGG388LX



With industry-exclusive 6th Sense™ technology in the oven, customers are guaranteed **consistent baking** and **mouth-watering results**. Read on to see how the oven evenly circulates heat for thorough baking that you can count on.

BAKED TO GOLDEN PERFECTION

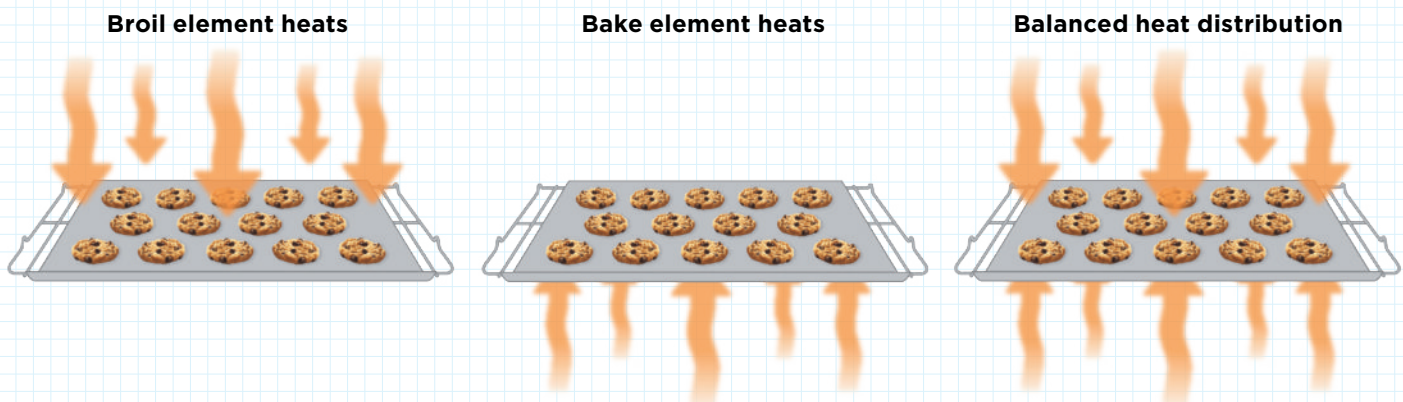
ACCUBAKE® TEMPERATURE MANAGEMENT SYSTEM

Achieve uniform baking every time with this unique temperature management system that **takes the guesswork out of baking**.

6th Sense™ technology monitors oven temperature, controlling the cooking elements to deliver **consistent baking**, even on multiple racks.

HOW IT WORKS

A sensor monitors the oven temperature, cycling the bake and broil elements to maintain uniform heat throughout the oven. This practice keeps bake cycles balanced.



MEETS A TOP 10 CONSUMER NEED!

Precise temperature in the oven is one of the top unmet consumer needs. Sell a model they can count on, so they don't need to second guess if their cookies, cakes and pies are consistently baked.

FASTER OVEN RESULTS

TIMESAAVOR™ CONVECTION COOKING SYSTEM

A fan in the back of the oven distributes hot air more efficiently to **seal in flavor and juices**. Even distribution of hot air ensures **faster cooking** and **flavorful pizza!**

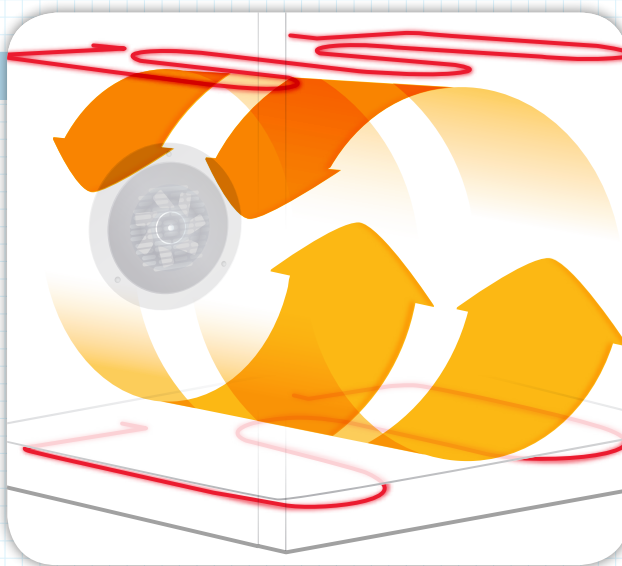
TIMESAAVOR™ PLUS TRUE CONVECTION COOKING SYSTEM

The lower oven in model GGE390LX uses **a fan and third heating element to distribute hot air more efficiently** to seal in flavor and juices. Get tastier roasts and bake bread with just the right texture and flavor.



HOW IT WORKS

1. Two elements, one at the floor of the oven and one on top, heat the oven for more **even heat** distribution.
2. The fan in the back of the oven **distributes hot air** to fully surround food.
3. TimeSavor™ Plus true convection cooking system uses a third element around the fan to **preheat air** before circulating it in the oven so the air temperature is as hot as the oven.



HIDDEN BAKE

This bake element **provides as much power as visible ones**, but is conveniently hidden beneath the oven floor. The smooth metal surface also helps to evenly distribute heat.

VERSATILITY IN THE COOKTOP

Both gas and electric cooktops give the **flexibility** and **uniform heat** needed for simmering, boiling and frying with various sizes of pots and pans. Plus, customers can **keep food warm** as they finish cooking the meal.



DID YOU KNOW?

When customers switch from gas to electric or vice versa, explain that one watt equals 3.41 BTU. This way they'll understand the power of their new range!

GAS COOKTOPS: THE POSSIBILITIES ARE ENDLESS

POWER™ BURNERS

With 15,000 or 16,000 BTUs you can create **high heat for quick boiling, searing and frying**.

10,000 BTU BURNER

A 10,000 BTU burner gives you **more cooking power** whenever you need it.

5,000 BTU ACCUSIMMER® BURNER

The AccuSimmer® burner produces a gradual, gentle heat that is **perfect for melting chocolate or simmering sauces**.

7,350 BTU FISH BURNER

A fifth burner adds flexibility, and its oval shape **easily accommodates longer dishes**. It's great for cooking fish and asparagus.

ELECTRIC COOKTOPS: EVEN MORE FLEXIBILITY



WARM ZONE ELEMENT

Perfect for multi-taskers! This low-wattage element **prevents food from cooling** while the rest of the meal is being prepared. It provides the **added flexibility and convenience of space** for a completed dish while preparing another.

DUAL RADIANT ELEMENTS

Provides the **space-saving advantage** of having two elements in one to handle various sizes of cookware. The inner ring is perfect for simmering or quickly boiling water in small pans. The larger outer ring **evenly distributes heat** to larger pots and pans for better results.

COMPLETE THE PURCHASE

Make sure customers get the right matching hood for their new range. From **contemporary glass** models to our **first-ever ENERGY STAR®** models, there's a hood to fit any customer's needs.



COMING SOON!

NEW! FIRST-EVER ENERGY STAR® HOODS

These handy hoods provide quiet, powerful performance while still conserving energy. Pair one with the Resource Saver™ double oven freestanding range for the **complete efficiency package**.

Model: GXW7330DXS
30" Stainless Steel
Wall-Mounted Canopy

Model: GXW7336DXS
36" Stainless Steel
Wall-Mounted Canopy

Model: GXU7130DX Q | B | S
30" Under Cabinet

NEW! GLASS CANOPY HOODS

These modern hoods provide bright lighting for enhanced visibility while cooking. Plus, they powerfully clear smoke, grease and odors.

Model: GXW6530DXS Stainless Steel
30" Glass Wall-Mounted Canopy

Model: GXW6536DXS Stainless Steel
36" Glass Wall-Mounted Canopy

Model: GXI6536DXS Stainless Steel
36" Glass Island Canopy

MICROWAVE HOOD COMBINATIONS

Add speed cooking to your double oven sales to complete the purchase.

Model: WMH3205XV Q | B | S

APPLIANCE CARE ESSENTIALS



STAINLESS STEEL CLEANING WIPES

Keep stainless steel surfaces sparkling clean. Ideal for cleaning food spills, grime and stains. (Part No. 8212510A)



COOKTOP PROTECTANT

Apply this non-abrasive protectant after cleaning to help keep glass, porcelain and ceramic cooktops looking new. (Part No. 31463)



COOKTOP CLEANER

Cleans glass and ceramic cooktops, glass cookware, sinks, shower doors and fiberglass bathing stalls. (Part No. 31625)

MODEL LINEUP

Bold, highlighted type and plus (+) indicate a step-up.



GGE390LX Q | B | S

Whirlpool Gold® Resource Saver™ model
Upswept porcelain SpillGuard™ cooktop
Eco-friendly Schott Ceran® glass cooktop
Energy Save Mode

UPPER OVEN

2.5 cu. ft. capacity

LOWER OVEN

+ TimeSaver™ Plus true convection cooking system

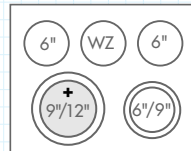
4.2 cu. ft. capacity
EasyView™ extra-large oven window

BOTH OVENS

+ SteamClean option

+ Hidden bake element

AccuBake® temperature management system
Delay Bake
Custom Broil
Oven Hold Warm
Sabbath Mode
Precise Clean™ self-cleaning system



GGE388LX Q | B | S

Whirlpool Gold® model
Upswept porcelain SpillGuard™ cooktop
Eco-friendly Schott Ceran® glass cooktop
Energy Save Mode

UPPER OVEN

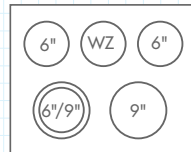
2.5 cu. ft. capacity

LOWER OVEN

4.2 cu. ft. capacity
EasyView™ extra-large oven window

BOTH OVENS

AccuBake® temperature management system
Delay Bake
Custom Broil
Oven Hold Warm
Sabbath Mode
Precise Clean™ self-cleaning system



Find out what's important to your customers

For customers who want the ultimate in efficiency and expedited cleaning options, this is the perfect model for them!

Customers who desire extra capacity, precise cooking and eco-friendly options should choose this model.

AVAILABLE COLORS AND FINISHES

Available colors shown next to each model number



Q | White



B | Black



S | Stainless Steel

GGE390LXS

BRAND CLASSIFICATION

W = Whirlpool®
G = Whirlpool Gold®

PRODUCT IDENTIFICATION

G = Double oven freestanding range

PRODUCT GROUP

E = Electric
G = Gas

MODEL CODE

3-digit number

DOOR TYPE

L = Extra-large window

YEAR OF LAUNCH

X = 2010

COLOR

Q = White
B = Black
S = Stainless Steel

MODEL LINEUP

Bold, highlighted type and plus (+) indicate a step-up.



GGG390LX Q | B | S

Whirlpool Gold® model
Recessed cooktop
Full-width, satin-finish cast-iron grates
Energy Save Mode

UPPER OVEN

2.1 cu. ft. capacity
Custom Broil

LOWER OVEN

+ TimeSaver™ convection cooking system

3.9 cu. ft. capacity
EasyView™ extra-large oven window

BOTH OVENS

AccuBake® temperature management system
Delay Bake
Oven Hold Warm
Precise Clean™ self-cleaning system

5,000 BTU AccuSimmer®	+	5,000 BTU AccuSimmer®
	7,350 BTU Fish Burner	
+		+
16,000 BTU Power™		10,000 BTU



GGG388LX Q | B | S

Whirlpool Gold® model
Recessed cooktop
Full-width, satin-finish cast-iron grates
Energy Save Mode

UPPER OVEN

2.1 cu. ft. capacity
Custom Broil

LOWER OVEN

3.9 cu. ft. capacity
EasyView™ extra-large oven window

BOTH OVENS

AccuBake® temperature management system
Delay Bake
Oven Hold Warm
Precise Clean™ self-cleaning system

5,000 BTU AccuSimmer®	9,200 BTU
15,000 BTU Power™	9,200 BTU

**Find out what's
important to
your customers**

For customers who crave faster results and want to ensure the oven is evenly heated, this convection cooking oven is the way to go.

Show this model to those who want the convenience of two ovens and the flexibility to boil, simmer and fry simultaneously on the cooktop.

TAKE IT TO THE FLOOR

Sometimes the best way to explain a great feature is to do a demonstration on the floor. Here are some examples of how to present this product.

GAS COOKTOP

Remove the grates and point out the recessed cooktop. Have your customer feel the raised areas around the perimeter and around the burners. Explain how this helps keep any spills away from the flame and contains them for an easier clean up.

OVEN CAPACITY

To demonstrate the increased capacity that boosts the usefulness of the upper oven, take out the rack and show how it fits in the enormous lower oven. Try this on other double oven freestanding ranges. Not all ranges are the same!

“Cleanup after dinner is a breeze with our
easiest to clean range ever.”*

Most energy-efficient

“Cook faster and seal in flavor with the
TimeSaver™ fan convection cooking system.”

SALES MATERIALS

To order support materials such as P-O-P and training documents,
call 1-800-643-3444, or order online 24 hours a day at whirlpoolestore.com.
Please have the form numbers ready for the materials you would like to order.



2010 DOUBLE OVEN FREESTANDING
RANGE SPECIFICATIONS SHEET

Form No. WC100039
Cost: \$1.00/page of 25



2010 WHIRLPOOL®
COOKING CATALOG

Form No. WC090337
Cost: \$3.00 each



SUMMER 2010
ADVANTAGE MAGAZINE

Form No. WT100137
Cost: FREE



2010 DOUBLE OVEN FREESTANDING
RANGE POINT-OF-PURCHASE KIT

Form No. WC100008A-D
(GGE388LX & GGG390LX)
Form No. WC100158A-D (GGG388LX)
Form No. WC100156A-D (GGE390LX)
Cost: FREE

“Steam cleans the oven quickly without using harsh chemicals.”

freestanding range ever!**

“Save energy by cooking a small dish in the upper oven instead of the bottom oven.”

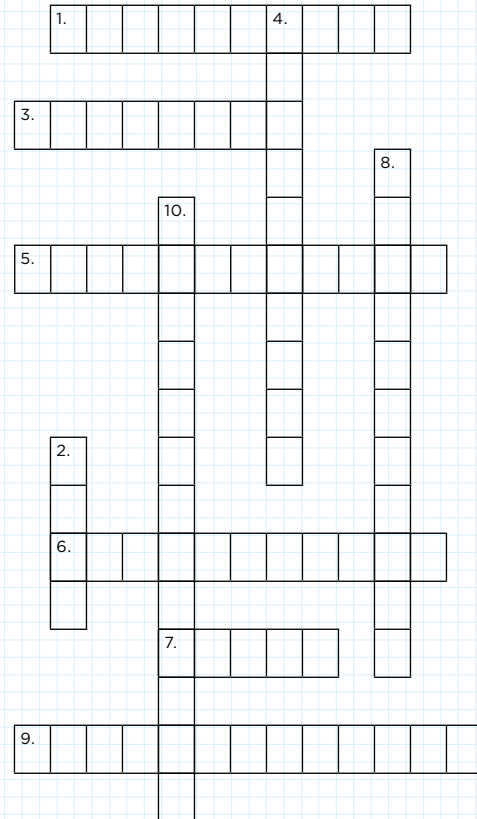
KNOWLEDGE CHECK

ACROSS

1. Similar to the ‘sleep’ mode on a computer, _____ uses 62% less energy over a 24-hour period. (Page 4)
3. _____ temperature management system achieves uniform baking every time. (Page 10)
5. _____ self-cleaning system tracks how often your oven has been used and assigns just the right cycle time for excellent cleaning. (Page 6)
6. _____ glass cooktop is manufactured without toxic heavy metals. (Page 4)
7. _____ burners deliver 15,000 or 16,000 BTUs for quick boiling, searing and frying. (Page 12)
9. Whirlpool brand’s _____ model is the most energy-efficient freestanding range ever. (Page 5)

DOWN

2. The oval shape of the _____ burner easily accommodates longer dishes. (Page 12)
4. _____ option uses 96% less energy while cleaning either oven. (Page 4)
8. A _____ element provides the space-saving advantage of two elements in one. (Page 12)
10. _____ true convection cooking system uses a fan and third heating element to distribute hot air more efficiently. (Page 11)



To learn more about double oven freestanding ranges and other Whirlpool® appliances see Brand Academy for video demonstrations or visit whirlpool.com



ONE OF

AMERICA'S MOST TRUSTWORTHY COMPANIES

We do more than make metal boxes. We make them with pride!
Forbes Magazine and Audit Integrity just named Whirlpool Corporation
one of the 100 Most Trustworthy Companies in America.



whirlpool.com